

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
23 June 2005 (23.06.2005)

PCT

(10) International Publication Number
WO 2005/057379 A3

(51) International Patent Classification⁷: **G06F 17/60**

(21) International Application Number:
PCT/US2004/041561

(22) International Filing Date: 9 December 2004 (09.12.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/527,988 9 December 2003 (09.12.2003) US

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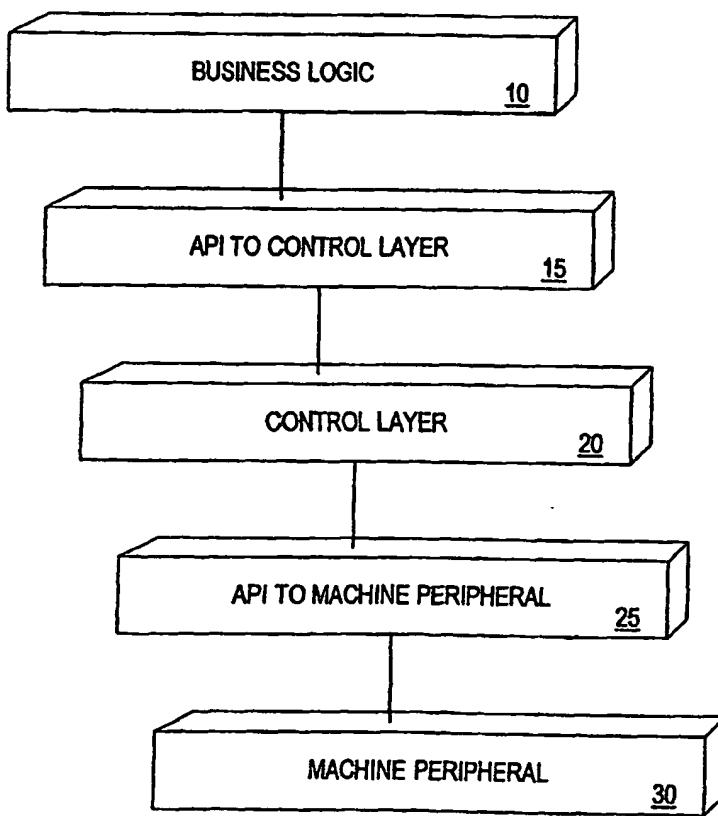
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(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,

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(54) Title: PRODUCTS AND PROCESSES FOR ESTABLISHING MULTI-TRANSACTION RELATIONSHIPS WITH CUS-
TOMERS OF VENDING MACHINES



(57) Abstract: Discloses herein are various systems and methods for improving the establishment and management of vending machine subscriptions, including systems and methods for constructing (10), communicating (15), and registering subscriptions, as well as various methods for processing the redemption of vending machine subscription items. Several additional embodiments are disclosed, including various alternate methods of promoting longitudinal machine-customer relationships.